

PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Adrian Marrullier
FROM: Karen Marryshow
SUBJECT: **MAXI-SAVER**

DATE: June 25, 1993

This recommends that Virginia Slims utilizes Maxi Saver, a military FSI directed primarily towards female enlisted and wives of active duty personnel.

Background

Maxi Saver is a domestic military couponing vehicle (600M circulation), which is distributed six times a month in 231 commissaries:

- Hand-distributed in 109 commissaries
- "Take-one" distribution in 122 commissaries

Active duty female personnel and spouses comprise the largest portion of Maxi Saver's readership. An important point to note -- wives of military personnel are a significant segment of Maxi Saver's readership. These women tend to be the primary shoppers in commissaries.

KEY DEMOGRAPHICS:

- **Total U.S. Based Military Population** (includes military wives)

- 3,340,109

- **Military Personnel Profile**

- Active Female Personnel: 224,745 (7%)
- F 21-34: 68%

- **Wives of Military Personnel**

- Total # of wives: 1,030,028 (31%)
- F 21-34: 77%

- **Commissary Patron Profile**

- Median age: 32
- Median household income: \$37.3M
- Coupon use among patrons: 93%

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Circ./Costs

Circulation: 600M
Full Page: \$14,440 net \$16,940 gross
Spread: \$31,680 net \$37,280 gross

Recommendation

Media recommends that Virginia Slims use Maxi Saver because the vehicle:

- reaches young women 21-34
- is comprised of heavy coupon users (93%)

Next Steps

The tobacco category is open for the October and November issues. As soon as we receive approval, film must be released by the following dates:

October issue - Film due August 1
November issue - Film due September 15

cc: D. Cimine
K. Galeotti
R. Schneider
B. Trach
M. Valinoti

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